



A World Transformed

THIS NOVEMBER, THE HSUS MARKS 60 YEARS OF TRANSFORMATIONAL CHANGE IN ITS MISSION OF CELEBRATING ANIMALS AND CONFRONTING CRUELTY. DRAWING INSPIRATION FROM ALL WE'VE ACHIEVED, WE SHOW YOU WHERE WE'RE HEADED.
BY EMILY SMITH // ILLUSTRATIONS BY ABIGAIL DAKER

WHILE MANY AMERICANS were turning the dial to *I Love Lucy* or swaying to the sounds of Doris Day in 1954, Fred Myers and the other founders of The HSUS were rolling up their sleeves, ready to work for the protection of animals everywhere.

Sixty years later, their legacy continues. We've taken incredible strides toward creating a more humane, sustainable world. Malicious animal cruelty and dogfighting are felonies in all 50 states; more than 60 of the world's largest food companies are eliminating pig confinement crates from their supply chains; the euthanasia rate of healthy and treatable pets has dropped 80 percent; the European Union and countries around the world have banned the trade of commercial seal products and cosmetic testing on animals.

We could go on, but we're not ones to kick back in an easy chair and reminisce about all we've accomplished. We're moving ahead,

driven by our vision for the future, of the humane society where we hope we'll all soon live.

We're working to create a global community where the human-animal bond is strong and enduring. Where pets are treated as members of the family. Where people handle unwanted encounters with urban wildlife through humane practices. Where humans enjoy more plant-based meals in their diet, and farm animals are treated with compassion. A global community in which we all work together to ensure a good life for *all* animals.

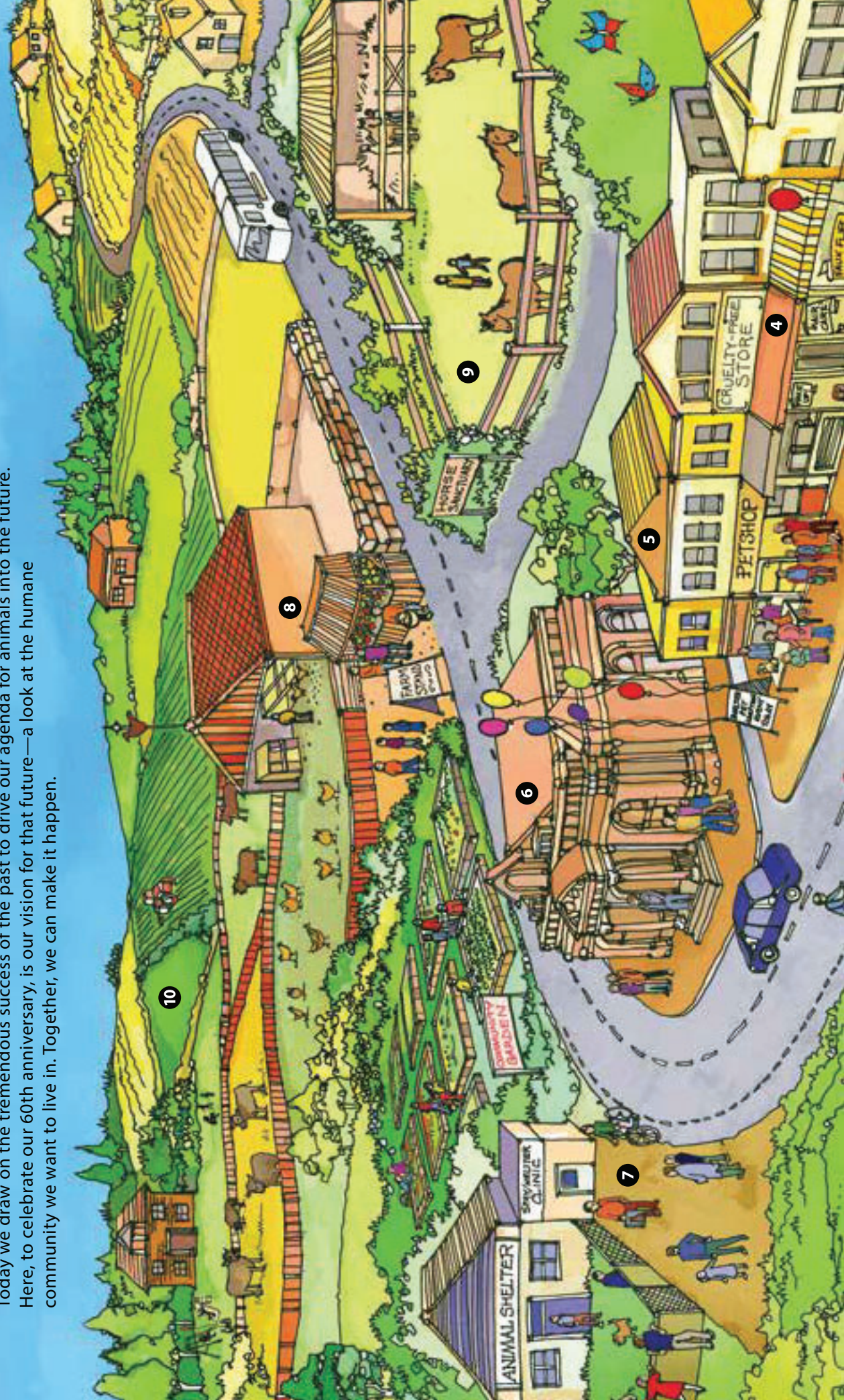
A bit ambitious? We're up for the challenge.

The story of that bright future has yet to be written. But one thing is certain:

We'll be there—celebrating animals and confronting cruelty for many years to come.

JUST PICTURE IT

SIX DECADES AGO, The HSUS founders launched their campaign to create a more humane society. Today we draw on the tremendous success of the past to drive our agenda for animals into the future. Here, to celebrate our 60th anniversary, is our vision for that future—a look at the humane community we want to live in. Together, we can make it happen.





1 The state park uses nonlethal methods to manage wildlife, such as fertility control for deer through immunocontraception, in which females are darted with a "vaccine" against pregnancy, or surgical sterilization. The park prohibits the use of lead sinkers within its borders, protecting wildlife such as bald eagles.

2 We live in harmony with our wild neighbors by preventing problems through bear-proof trash cans, fences around our gardens, wildlife-proofing modifications to our houses and more. To help maintain a peaceful coexistence, we practice tolerance and use only humane solutions for everyday issues with wildlife.

3 Every neighborhood deserves a wonderful vegan spot like the West Coast's VeggieGrill. Here, no one has to piece together a meat-free meal with sides

and substitutions. Flavorful and nutritious options galore! Whether it's for Meatless Monday or an everyday diet, doing our part for the planet—and our health—never tasted so good. More meatless options in the marketplace mean fewer animals confined in cruel factory farms.

4 From mascara and perfume to dish soap and floor cleaner, the products that line the shelves here have not been tested on animals. In the fashion department, none of the clothing or accessories are made with real animal fur. We can shop with a clear conscience and encourage our neighbors to do the same. Our only worry now is deciding what to do with all that time we once spent reading the fine print.

5 No puppy mill dogs at this pet store! Instead, potential adopters meet dogs and cats from the local shelter—saving the

lives of homeless pets and closing another door on cruel breeding practices. People know how to find a responsible breeder and see firsthand how the dogs are raised.

6 An HSUS state director as well as district and other volunteer leaders help educate citizens on animal protection issues and inspire them to take action. They teach the public, especially the young, about the positive dimensions of the human-animal relationship. Community leaders work with these HSUS representatives and the HSUS legal team to establish and enforce laws that have animals' best interests at heart. Should any instance of animal cruelty arise, the legal system delivers justice swiftly and appropriately.

7 The neighborhood shelter works tirelessly to find a home for every adoptable animal and helps prevent over-

population with a low-cost spay/neuter clinic and a feral cat trap-neuter-release program. Meanwhile, a community outreach program uses innovative strategies to help people find the support and services they need to care for their animals.

8 Neighbors come together to grow fruits, vegetables and herbs to share with each other and those less fortunate. The garden is safely fenced to discourage curious critters, but the local green thumbs happily maintain a separate area of native flowers and plants such as milkweed for wildlife (including butterflies) to enjoy.

9 Horses and other equines abused or rescued from dire circumstances have a safe home here, where they receive care and compassion while staff members find them adoptive homes. Whether pulled from the PMU (pregnant mares'

urine) industry, saved from slaughter or rescued from disaster, the animals enjoy loads of attention and patient rehabilitation. A network of havens exists for horses, like the animal shelters established decades ago for dogs and cats.

10 Fewer animals are confined in cruel factory farms, and more farmers provide proper care and stewardship for animals. At the farm up the road, chickens and cows graze in the lush, green pastures. Free of extreme confinement—and safe from other inhumane practices such as tail docking and debeaking—the animals here soak up the sunshine and peck and roam. Stop by the farm stand to say hello to the family and see exactly where your food is coming from.

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